



# Shifting, Sharpening, and Showcasing



Main Street Lexington's Move to  
Transformation Strategies

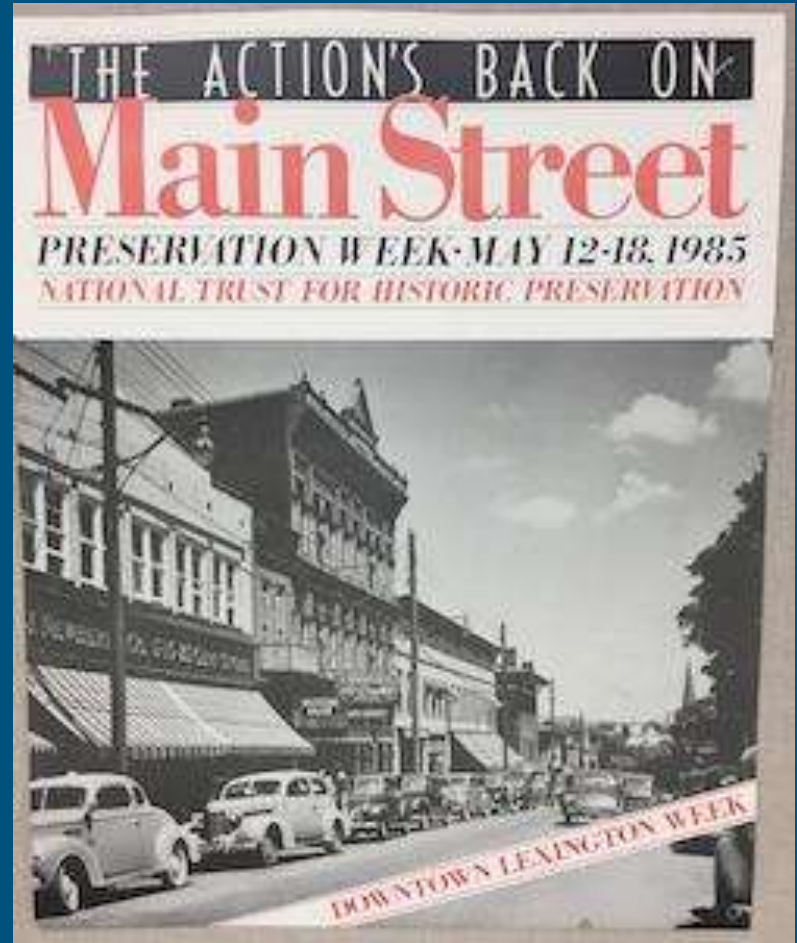


# The Past is Prelude

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Lexington Downtown  
Development Association

Born 1986

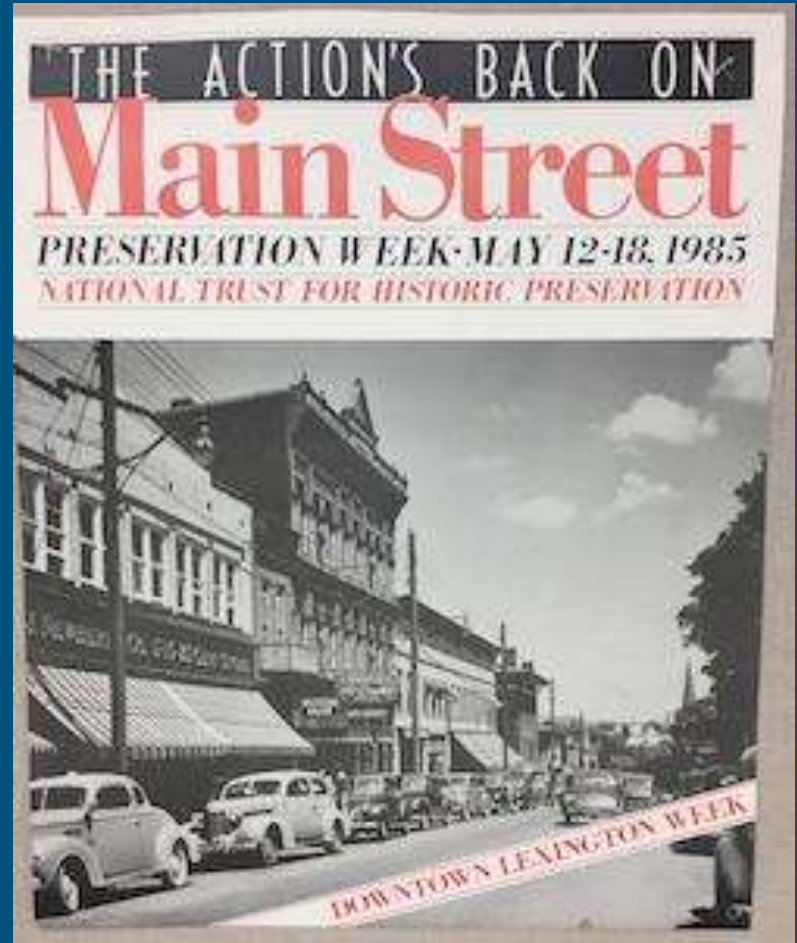


# The Past is Prelude

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Lexington Downtown  
Development Association

Died 2006



# From the Ashes

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Est. 2013: “To preserve, enhance, and sustain Downtown Lexington”

# Main Street Program Reboot: Talking Points

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“Economic Revitalization in the Context of Historic Preservation”

# Main Street Program Reboot: Talking Points

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“Economic Revitalization in the Context of Historic Preservation”



# Main Street Program Reboot: Proving Value

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“Making Downtown’s Business Thrive”

# Main Street Program Reboot: Proving Value

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“Making Downtown’s Business Thrive”





# Main Street Program Reboot: Proving Value

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“Bringing People Back Downtown”

# Main Street Program Reboot: Proving Value

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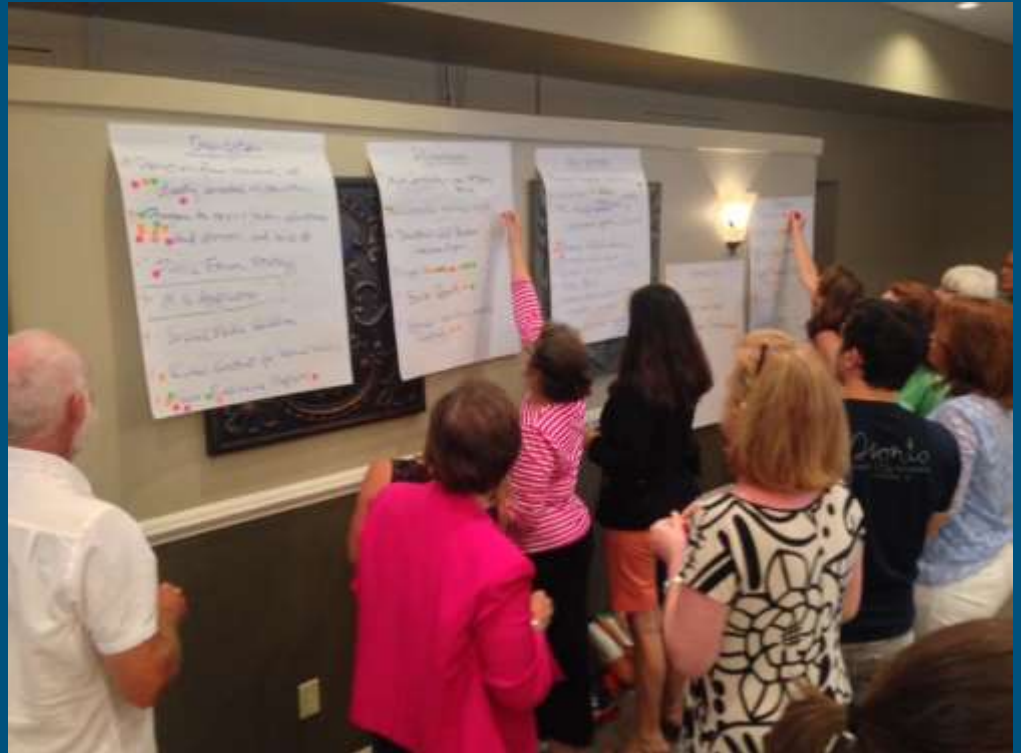
“Bringing People Back Downtown”



# Shifting | Board Retreat | July 2016

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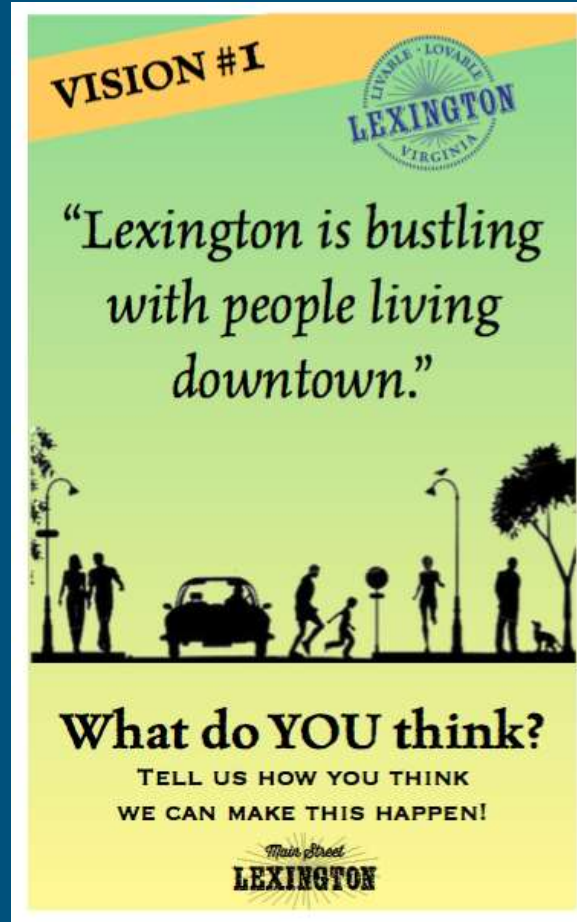
Taking on the challenges of  
the Main Street movement to  
Transformation Strategies



# Strategy #1

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Encourage full use of  
upper floors of historic  
buildings



# Strategy #2

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Capitalize on fiber backbone

Leverage strong higher ed. assets

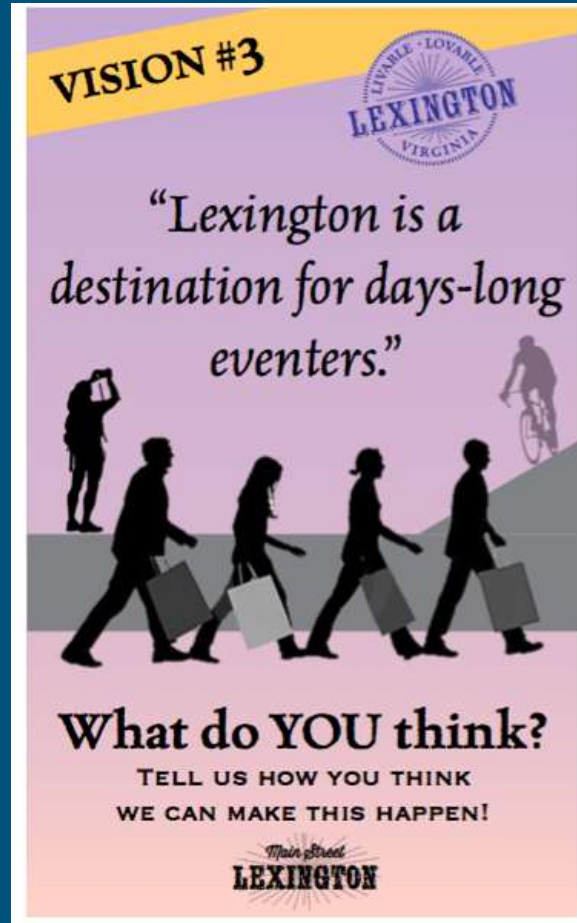


# Strategy #3

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Attract regional  
visitors

Change the  
narrative from  
“historic” to  
“happening”



# Community Festival: August 2016

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Taking it to the streets

- Asking for feedback
- Incorporating values





# Community Engagement

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# Public Forum: September 2016



MAIN STREET LEXINGTON'S  
FALL

## COMMUNITY FORUM

THURSDAY, SEPTEMBER 15 • 8:00 AM  
SHERIDAN LIVERY - HENRY ST. ENTRANCE

COME SHARE YOUR VISION FOR  
DOWNTOWN LEXINGTON

FREE • ALL ARE WELCOME  
COFFEE & REFRESHMENTS

Main Street  
LEXINGTON

#LoveLexVA

www.MainStreetLexington.org • 319-4181

# Sharpening | Creating the Work Plan

MAIN STREET LEXINGTON   Transformation Strategies (Vision for 2019)   July 2016			
Committee	Lexington is bustling with people who live downtown	Lexington is a hub for art entrepreneurship, and innovation	Lexington is a magnet for destination travelers
Design	<ul style="list-style-type: none"> <li>▪ Parking spaces</li> <li>▪ Bicycle-friendly/bike racks</li> <li>▪ Outdoor seating</li> </ul>	<ul style="list-style-type: none"> <li>▪ Surprise art in alleyways</li> <li>▪ Murals</li> </ul>	<ul style="list-style-type: none"> <li>▪ Murals</li> <li>▪ Big banner – Look Where You’ve Landed</li> <li>▪ VMI &amp;/or W&amp;L logos on street</li> <li>▪ Historic Downtown Lexington sign on interstate</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>▪ Second-floor tours (perhaps for a fee)</li> <li>▪ Focused advertising targeting potential downtown residents</li> <li>▪ Case studies of downtown living</li> <li>▪ Nightlife calendar</li> </ul>	<ul style="list-style-type: none"> <li>▪ Tie in Science Festival to <u>Makerspace</u></li> <li>▪ Cross-promotions of arts events</li> <li>▪ Expand Science Festival</li> <li>▪ Coordination with W&amp;L and VMI</li> <li>▪ Engage W&amp;L Entrepreneurship Program</li> </ul>	<ul style="list-style-type: none"> <li>▪ More ‘Open Late’ flags</li> <li>▪ Expanded hours of operations</li> <li>▪ Trolley options</li> <li>▪ Connect VHC to Lexington</li> <li>▪ Signature event</li> <li>▪ Improve promotion of current events</li> <li>▪ Cross-promotions with area attractions and events (e.g., weddings)</li> <li>▪ Theme-based promotions</li> <li>▪ Pet friendly</li> </ul>
Organization	<ul style="list-style-type: none"> <li>▪ Survey community to discern what people want</li> <li>▪ More Community Forums – tell people about our accomplishments</li> <li>▪ Add W&amp;L and VMI students as ex-officio Board members</li> <li>▪ Build committees with non-board members</li> <li>▪ Funding from RB2020</li> </ul>		
Economic	<ul style="list-style-type: none"> <li>▪ Involve real estate professionals</li> <li>▪ Connect realtors, building owners, and City to create and publicize incentives for 2<sup>nd</sup>/3<sup>rd</sup> floor rehabilitation</li> <li>▪ Conduct market survey (2<sup>nd</sup> story)</li> <li>▪ Educate investor and buyers on incentives</li> <li>▪ Marketing campaign to outside of Lexington (coordinate w RB2020?)</li> <li>▪ Research all available tax incentives and grants (State/Federal)</li> <li>▪ Continuing education seminars</li> <li>▪ Business recruitment - type and number</li> </ul>	<ul style="list-style-type: none"> <li>▪ <u>Makerspace</u></li> </ul>	<ul style="list-style-type: none"> <li>▪ Destination retail training</li> </ul>

# Transformation Strategy #1 | **Lexington as a Destination**

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## Destination: Retail

- 10 weeks, 11 retailers
- Destination Marketing and USPs
- Industry Experts
- Peer Feedback and Support
- Small Grants for Projects

# *Results*

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# *Results*

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Retailer  
Cameraderie

Morale Boost

Mutual Problem-  
Solving

District Unity



## Transformation Strategy #2 | Upper Floor Usage



### Upstairs & Underground

- 13 properties
- Self-guided walking tour
- Landlords, Realtors, Contractors, Preservationists
- BBQ & Beer Party
- Fundraiser



# *Results*



# Results

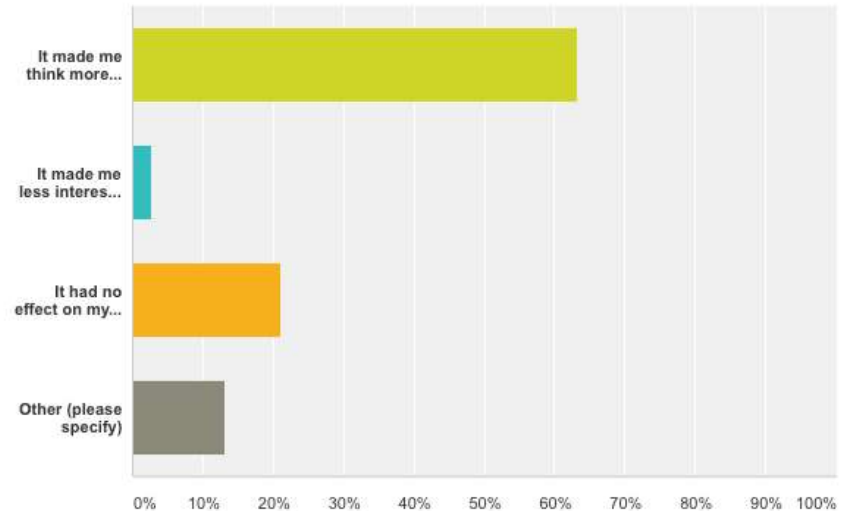
## Post-Tour Survey:

**71%** said the Tour “made me think more positively about living in, working in, or visiting Downtown Lexington”

**46%** said the Tour “sparked my interest in investing in downtown property” or that they “would be interested if I had the resources to invest.”

### Did participating in the tour make you think differently about living in, working in, or visiting Downtown Lexington?

Answered: 38 Skipped: 3



Answer Choices	Responses
It made me think more positively about living in, working in, or visiting Downtown Lexington	63.16% 24
It made me less interested in living in, working in, or visiting Downtown Lexington	2.63% 1
It had no effect on my interest in Downtown Lexington	21.05% 8
Other (please specify)	13.16% 5



## Transformation Strategy #3 | Innovation & Creativity Hub

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### Lexington Collaboratory

- Makerspace + Business Incubator
- Sharing tools + ideas + expertise + energy
- Events, Classes, Open Hours
- Bottom-up Organization
- Community Hub
- Doors open this month

*Results: TBD!*



MAKE.  
MASTER.  
MENTOR.



# Showcasing | The Transformation of MSL

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- Giving the Committees a Better Focus

# Showcasing | The Transformation of MSL

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- Giving the Committees a Better Focus
- Honing Cross-Committee Clarity of Purpose

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- Crafting an Easier Fundraising Pitch

# Showcasing | The Transformation of MSL

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- Giving the Committees a Better Focus
- Honing Cross-Committee Clarity of Purpose
- Providing Clearer Board Talking Points
- Crafting an Easier Fundraising Pitch
- Illuminating Grant Opportunities

# *Results for MAIN STREET LEXINGTON*

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4 committees

3 strategies

1 voice



